



**NM** NORDMEDIA 2019  
at Malmö University K3

Communication, Creativity & Imagination

**Challenging  
the Field**

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# Practical Information

## Free guest WiFi

1. Connect to the Wi-Fi named MAUGUEST
2. Enter the security key: malmouniversity
3. Open a web browser
4. Read and accept the user agreement
5. Choose your preferred login by clicking on the Facebook-, Google- or Twitter- icon  
Login lasts 12 hours.

## Room Host

All sessions will have a Room Host who will be presented before the first session. All practical or technical questions should firstly be directed to the Room Host.

## Presentations

Presentations should be brought on a USB stick. For help with preparing and opening your presentation, please contact your Room Host.

## Info desk

For technical problems and other practical questions during the sessions, contact your Room Host. At other times you should visit the Info Desk at the first floor of Orkanen (where the registration is).

## Photo and Video

During the conference, photos will be taken and videos will be recorded. Photos and videos might end up on the Facebook page and/or the website. The photographers will avoid including anyone without consent, however, should this happen by mistake, please tell the photographer or email [linnea@morth.se](mailto:linnea@morth.se).

## Conference Website

[www.delegia.com/NordMedia2019](http://www.delegia.com/NordMedia2019)

## Social Media

Facebook: [facebook.com/nordmediaconference](https://facebook.com/nordmediaconference) or @nordmediaconference

Twitter: @nordmediaconference

Hashtag: #NordMedia2019

# Conference Organizers

Malmö University, School of Arts and Communication (K3)

Conference Venue: Malmö University, Nordenskiöldsgatan 10, 211 19 Malmö, Sweden

NordMedia Planning Committee: Margareta Melin (NordMedia Director), Linnea Mörth (NordMedia Coordinator), Sinikka Torkkola, (Tampere University Finland), Henrik Örnebring (FSMK, Sweden), Mattias Ekman (FSMK, Sweden), Aske Kammer (SMID, Denmark), Lisbeth Morlandstø (NMFL, Norway), Mikko Villi (Mevi Ry, Finland), Jonas Ohlsson (Nordicom), Catharina Bucht (Nordicom)

Nordicom

The Swedish Association for Media and  
Communication Research (FSMK)

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**MALMÖ  
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# NORDICOM



FÖRENINGEN FÖR SVENSK MEDIE-  
OCH KOMMUNIKATIONSFORSKNING

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**NORDICOM**

NordMedia Network is operated by Nordicom at the University of Gothenburg in collaboration with the Department of Information Science and Media Studies at the University of Bergen. NordMedia Network is funded with support from the Nordic Council of Ministers.



UNIVERSITY OF GOTHENBURG



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# Conference Programme Overview

## Wednesday 21st August

- 11-13 Registration  
11.30-13.00 Lunch meeting for division and TWG chairs and vice-chairs  
13.00-13.30 Opening of the conference (OR:D138)  
13.30-15.00 Keynote lecture Patrick McCurdy *Comics, Collision, and Communication: Wrestling with The Beast* (OR:D138)  
15.00-15.30 Coffee break  
15.30-18.00 *Division and TWG-session 1*  
19.00-21.00 Reception at the Malmö Town Hall by invitation by the Mayor of Malmö

## Thursday 22nd August

- 9.00-10.30 *Division and TWG-sessions 2*  
10.30-10.45 Coffee break  
10.45-11.45 *Division and TWG-sessions 3*  
12.00-13.00 National meetings  
Denmark: OR:C231  
Finland: OR:D222  
Norway: OR:D138  
Sweden: OR:D131  
13.00-14.15 Lunch  
14.15-16.30 Keynote lecture: Anja Bechmann *Social Media and Collective Behavior* (OR:D138)  
16.30-17.00 Coffee break  
17.00-18.00 *Division and TWG-sessions 4*  
19.00-21.00 Gala dinner at Moriska, Folkets Park

## Friday 23rd August

- 10.00-11.15 *Division and TWG-sessions 5*  
11.15-11.30 Coffee break  
11.30-13.00 *Division and TWG-sessions 6* plus business meetings  
13.00-14.15 Lunch And NordMedia business meeting for division- &TWG chairs, vice-chairs & the organizing committee  
14.15-15.30 *Division and TWG-sessions 7*  
15.30-15.45 Coffee break  
15.45-18.00 Keynote Panel, Challenging the Field: (OR:D138)  
Ending of the conference  
19.00- Farewell party at Kölsvinet with dinner and dance at Malmö university Student Union

# Key Notes

## Wednesday

### Key Note Lecture: Patrick McCurdy



### *Comics, Collision, and Communication: Wrestling with The Beast*

This lecture tackles conference themes through the lens of *The Beast: Making a Living on a Dying Planet*, a graphic novel set in Alberta, Canada that tells the story of two millennials – Mary & Callum – living in the heart of Canada's oil country and working on opposite sides of a media firestorm. Born from academic research into the contentious mediatized debate surrounding Canada's oil/tar sands, 'The Beast' was published as a critical reflection on the bifurcated state of energy discourse. Drawing from the comic's content, as well as from the collaborative process of its creation, 'The Beast' is discussed from three perspectives. First, as a public intervention in the mediated struggle over the representation of energy futures. Second, as a research project made possible through academic collision and collaboration. Third, the talk focuses on 'The Beast' of academia: the unwieldy domain of media and communications and how challenging the field creates new opportunities for research and understanding.

Patrick McCurdy (PhD) is an Associate Professor in the Department of Communication, University of Ottawa. His research draws from environmental communication, media theory and social movement studies to examine media as a site and source of social struggle and contestation. Patrick is a Core Member of the University of Ottawa's Institute for Science, Society and Policy, and a member of Sustainable Canada Dialogues, a network of Canadian scholars working towards Canada's transition to a low-carbon energy economy.

## Thursday

### Key Note Lecture: Anja Bechmann



### *Social Media and Collective Behavior*

In her lecture Anja Bechmann will provide an overview of how she has been investigating collective behavior in social media during the last seven years using large-scale trace data primarily from Facebook. In her lecture Bechmann will conceptualize the collective on social media drawing on a pragmatism, STS and network theory inspired theoretical framework. Through trace data studies she will present findings on inequality, filter bubbles and (ongoing work on) disinformation that have been described as some of the challenges in algorithmic scripted communication spaces facilitating collective behaviors and the potential manipulation thereof by powerful and strategic actors. In this context she will also include methodological discussions on social big data ethics and conflicting values in the research work. An important element in studying collective behavior is applied artificial intelligence or machine learning models both as an element in the design work behind the optimization of the algorithms facilitating the object of study, and as important models in the analytical process of detecting such collective patterns in the data. Bechmann's recent work thus discusses the need to control the work with AI more, outlining models for documentation needed in order to install effective governing procedures for explainable, accountable and fair AI.

Anja Bechmann is Professor at the Department of Media and Journalism Studies at Aarhus University in Denmark where she serves as chair of the research program in Media, Communication and Society and as Director of DATALAB (Center for Digital Social Research). She conducts multidisciplinary research at the intersection between algorithms and media sociology. Her work has been published in several academic journals as well as in various edited volumes at Routledge and MIT Press. **6**



## Friday

### *Challenging the field*

#### **Moderator:**

#### **Lars Mogensen**

Lars Mogensen is a free-lance journalist, mainly working with programs about current affairs and philosophy for Swedish Public Radio (SR). As a professional moderator and radio anchor man, he will lead the discussions of the conference theme *Communication, Creativity and Imagination*, and indeed spur the panllists on to Challenge the Field.



#### **Key Note Panel:**

#### **Leonardo Custodio, Raul Ferrer Conill, Bente Kalsnes, Maria Murumaa-Mengel, Kristian Møller.**



Leonardo Custodio is a Brazilian post-doctoral fellow at the Institute for Advanced Social Research at Tampere University. He is also the co-coordinator of the Anti-Racism Media Activism Alliance, a three-year project funded by the Kone Foundation. Previously, Custodio researched media activism in the favelas of Rio de Janeiro. His current research and project focus on how people who suffer from racism use available media technologies to raise their voices and act against racism in Finland and Brazil. This research came out as a book "Favela Media Activism: Counterpublics for Human Rights in Brazil" (2017).



Raul Ferrer-Conill is a lecturer and researcher in media and communications at Karlstad University. His doctoral dissertation investigated the use of gamification in digital news production. His research interests cover journalism, digital forms of engagement, and processes of datafication. He has published his work in journals such as *Journalism Studies*, *Digital Journalism*, and *Television and New Media*.



Bente Kalsnes is Associate Professor at the Department of Journalism and Media Studies at the Oslo Metropolitan University. Her main research areas are media innovation, social media, political communication and information disorder. She received her Ph.D. from the University of Oslo with the dissertation: "The power of likes: Social media logic and political communication" (2016).



Maria Murumaa-Mengel (PhD in media and communication) is a social media lecturer and the program manager of journalism and communication at the Institute of Social Studies, University of Tartu. She is involved in research focusing mainly on young people's use of social media, digital literacies and the transformation of private and public in online spaces. More specifically, her most recent research has looked into how young people construct and navigate the online-intimate; how online risks and opportunities are changing everyday practices of youth. She has published work in *Young: Nordic Journal of Youth Research*, *International Review of Information Ethics* and *First Monday*, and is a member of AoIR, ECREA, IAMCR, ICA and the EU Kids Online network.



Kristian Møller is a postdoc at the IT University of Copenhagen studying the intersection of media technology and LGBTQ sexuality and culture. His Ph.D. *The mediatization of intimacy* details the role of dating/hook-up apps in gay men's everyday lives, intertwining media theory with critical concepts of affect and intimacy. Current work centers on drug and media use in queer male sex practices typically referred to as "chemsex". His work is embedded in the research project "Medicine Man: Media assemblages of medicalized masculinity".

# Sessions Overview

Schedule for Division and TWG sessions									
Sessions	Wednesday 21			Thursday 22					
	15.30-18.00			9.00-10.30			10.45-11.45		
	1.	1b	1c	2.	2b	2c	3.	3b.	3c
<b>Division</b>									
<b>1. Environment, Science and Risk Comm</b>	OR:C233			OR:C233			OR:C233		
<b>2. Journalism</b>	Ni:A0506	Ni:A0507	Ni:A0510	Ni:BoE15	Ni:A0507	Ni:A0510	Ni:BoE15	Ni:A0507	Ni:A0510
<b>3. Media and Communication History</b>	Ni:A0513			Ni:A0513			Ni:A0513		
<b>4. Media, Globalization and Social Change</b>	Ni:A0411			Ni:A0411			Ni:A0411		
<b>5. Media Literacy and Media Education</b>	OR:E239			OR:E239			OR:E239		
<b>6. Media industries</b>	OR:F211			OR:F211			OR:F211		
<b>7. Organization, Communication and</b>	OR: D222			OR: D222			OR: D222		
<b>8. Political Communication</b>	OR:D131			OR:D131			OR:D131	OR:C477	
<b>9. Theory, Philosophy and Ethics of Communication</b>	OR:B231c			OR:B231c			OR:B231c		
<b>10. Film and Television Studies</b>	OR:E477			OR:E477			OR:E477		
<b>TEMPORARY WORKING GROUPS</b>									
<b>TWG1 Media Across the Life Course</b>	OR:D377			OR:D377			OR:D377		
<b>TWG2 Gender and the Media</b>	OR: C232			OR: C232			OR: C232		
<b>TWG3 Game Studies</b>	OR: B230a			OR: B230a			OR: B230a		
<b>TW4 Audience studies</b>	OR: C231			OR: C231			OR: C231		
<b>TWG5 Media Studies in the Anthropocene</b>	-			OR:C235			OR:C235		
<b>TWG6 Visual Communication and Culture</b>	OR:C377			OR:C377			OR:C377		
<b>TWG7 Health, Environment and Communication</b>	OR:C236			OR:C236			OR:C236		

Friday 23									
17.00-18.00			10.00-11.15			11.30-13.00		14.15-15.30	
4.	4b	4c	5.	5b	5c	6.	6b	7b	
OR:C233			OR:C233			OR:C233		-	
Ni:BoE15	Ni:A0507	Ni:A0510	Ni:BoE15	Ni:A0507	Ni:A0510	Ni:BoE15	Ni:A0507	Ni:BoE15	Ni:A0507
Ni:A0513			Ni:A0513			Ni:A0513		Ni:A0513	
-			Ni:A0406			Ni:A0406		Ni:A0406	
-			OR:E239			OR:E239		OR:E239	
OR:F211			OR:F211			OR:F211		OR:F211	
OR: D222			OR: D222			OR: D222		OR: D222	
OR:D131			OR:D131			OR:D131		OR:D131	
-			-			OR:B231c		-	
-			OR:E477			OR:E477		-	
-			OR:D377			OR:D377		OR:D377	
-			OR: C232			OR: C232		-	
-			-			OR: B230a		-	
OR: C231			OR: C231			OR: C231		OR: C231	
OR:C235			-			-		-	
OR:C377			-			OR:C377		OR:C377	
OR:C236			-			-		-	

# Conference Programme with Sessions

## WEDNESDAY 21st August

11-13 Registration

11.30-13.00 Lunch meeting for division and TWG chairs and vice-chairs

13.00-13.30 Opening of the conference (OR:D138)

Professor Tapio Salonen, Pro Vice Chancellor of Malmö University

Sara Bjärstorp, Head of the School of Arts and Communication (K3), Malmö University

Mattias Oscarsson, Head of FSMK, the Swedish national research organisation for Media and Communication research

Jonas Ohlsson, Director of Nordicom

13.30-15.00 Keynote lecture Patrick McCurdy *Comics, Collision, and Communication: Wrestling with The Beast* (OR:D138)

Moderator: Temi Odumosu, Senior Lecturer in Cultural Studies, researcher and curator on archives, postmemory, colonialism and visibility

Discussants: Tina Askanius, Associate professor in MCS & Gunnar Kranz, Comic artist and senior lecturer in Visual Communication

15.00-15.30 Coffee break

15.30-18.00 *Division and TWG-session 1*

### ► Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*

*Room: OR:C233*

**Session 1 Wednesday 21st August 15.30-18.00**

Chair: Arko Olesk

Otto Hedenmo: *Mitigating Climate change through cross-sector collaboration: the role of communication*

Discussant: Anders Sundnes Løvlie

Peter Berglez, Otto Hedenmo, Ulrika Olausson: *A Digital Turn in Cross-Sector Collaboration? The Case of Climate Change*

Discussant: Harald Hornmoen

Josepha Wessels: *Fear for the future; Teenagers and Climate Change*

Discussant: Annika Egan Sjölander

Anna Roosvall, Matthew Tegelberg, Florencia Enghel: *Media and climate migration: Transnational and local reporting on vulnerable island communities*

Discussant: Kaisu Innanen

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Notes:

## Division 2: Journalism

Division chair: Turo Uskali, Co-chair: Bente Kalsnes  
Room: the different groups will be in different rooms, see below

### Session 1a Wednesday 21st August 15.30-18.00

Room: NI:A0506

Chair: Kristin Skare Orgeret

Mark Blach-Ørsten & Jannie Møller Hartlley: *The journalism scandal – when scandalization hits journalists and news media*

Discussant: Karoline Andrea Ihlebæk & Carina Riborg Holter

Eva Mayerhöffer: *Radical without a cause? Right-wing alternative media in the Danish context*

Discussants: Mark Blach-Ørsten & Jannie Møller Hartlley

Christian Tatchou Nounkeu: *Press coverage of 'fake news' in election campaigning: The US and Sweden in a comparative approach*

Discussant: Baris Coban & Bora Atama

Karoline Andrea Ihlebæk & Carina Riborg Holter: *Searching for "the real truth" – a study of far-right media users*

Discussant: Christian Tatchou Nounkeu

Baris Coban & Bora Atama: *Affective Citizen Journalism in Turkey*

Discussant: Eva Mayerhöffer

### Session 1b Wednesday 21st August 15.30-18.00

Room: NI:A0507

Chair: Turo Uskali

Panel: *Immersive Journalism: Critical Perspectives*

Astrid Gynnild & Siri Flatlandsmo: *Ethical dilemmas of VR journalism in the lens of Project Syria*

Discussant: Pasi Ikonen

Esa Sirkkunen, Turo Uskali, Heli Väättäjä & Jorge Vázquez-Herrero: *Successful immersive storytelling – main features and practices*

Discussant: Sarah Jones

Sarah Jones: *It's not just about empathy: going beyond the empathy machine*

Discussant: Deborah G. Johnson

Deborah G. Johnson: *Visual manipulation issues of immersive journalism*

Discussant: Astrid Gynnild

Pasi Ikonen & Turo Uskali: *Immersive journalism: Strong emotions - new health challenges*

Discussant: Esa Sirkkunen

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Notes:

**Session 1C Wednesday 21st August 15.30-18.00**

Room: NI:A0510

Chair: Pernilla Severson

*Panel: Action research as method development in media and journalism studies**Annelie Ekelin: How and When Action Becomes Legitimised – On Reliability and Validity in Interactive, Collaborative Research*

Discussant: Ari Nykvist

*Asta Cepaite & Elisabeth Stúr: Participatory action research in hyperlocal media studies: reflection on methodology*

Discussant: Pernilla Severson

*Ari Nykvist: To Engage, Explain and Inform: How can transmedia storytelling methods used by the entertainment industry be used in journalism to reach out, achieve better public engagement, participation and knowledge-based understanding?*

Discussant: Annelie Ekelin

*Pernilla Severson: How to understand and use action research as critical digital methods*

Discussant: Asta Cepaite

**Division 3: Media and Communication History***Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi*

Room: NI:A0513

**Session 1 Wednesday 21st August 15.30-18.00**

Chair: Henrik G. Bastiansen and Minna Lammi

*Knut Lundby: Coverage of Religion Under Structural Changes in the Newspaper Industry. Norway 1938–2018*

Discussant: Fredrik Norèn

*Kajsa Lindskog: The Camera - A Tool for Emancipation. A Study of Pioneering Female Photographers 1830-1850*

Discussant: Eva Åsén Ekstrand

*Josef Batikha: 'Dangerous Radio': The Danish State Broadcasting and the Cold War, 1945-1959*

Discussant: Laura Saarenma

*Laura Saarenma: Cold War Television Diplomacy: The German Democratic Republic (GDR) on Finnish Television*

Discussant: Josef Batikha

*Janne Nielsen: A history of tracking on the Danish web*

Discussant: Heidi Kurvinen

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*Notes:*

## Division 4: Media, Globalization and Social Change

Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius

Room: Wed & Thurs in room NI:A0411, Fri in room NI:A0406

Session I Wednesday 21st August 15.30-18.00

Theme *The multiple sites of mediation*

Room: NI:A0411

Chair: Jessica Gustafsson

Elin Johansen: *Colour my past - Social Media as sites for Visual Sámi Repatriation and Remembrance*

Discussant: Kinga Polynczuk-Alenius

Trine Kvidal-Røvik: *Creative Challenge: Indigenous Global(ized) Fashion Design, Social Media, and Social Change*

Discussant: Zhan Lifang

Heitor Alvelos, Abhishek Chatterjee & Jorge Pereira: *Media - Mediation -Remediation: the inscription and purpose of weaving traditions in narratives dominated by digital investment*

Discussant: Nina Grönlykke Møllerup

Josepha Wessels: *Cosmopolitanism, Activism and Arab Documentary Film*

Discussant: Dagny Stuedahl & Kristin Orgeret

## Division 5: Media Literacy and Media Education

Division chair: Mari Pienimäki, Co-chair: Guna Spurava

Room: OR:E239

Session I Wednesday 21st August 15.30-18.00

Chair: Guna Spurava

Invited speaker: Tessa Jolls, President & CEO of the Center for Media Literacy (USA, CA): *Powershift: Media Literacy as Strategic Defense*

Media literacy is now taking its place as a focus for policy in every arena, since it is a proactive approach that governments can take to enhancing capacity and sustaining democratic decision-making. Now, the challenge for policy-makers is to meet the human and institutional resource needs for media literacy, to be able to introduce and support media literacy at all levels of society: a challenge that governments are just beginning to recognize and address. We are at the beginning of an exciting yet cautionary time for fulfilling the promise of media literacy education for civil society.

Lauri Palsa & Saara Salomaa: *Media literacy in the 2020's? Towards the renewed national policy in Finland*

Discussant: Plenum discussion for both presentations

Chair: Mari Pienimäki

Jussi Okkonen & Sirkku Kotilainen: *Finnish youth participating online – results of EU Kids online 2019 survey.*

Discussant: Saara-Maija Kallio

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Notes:

Eiri Elverstad & Elisabeth Staksrud: *Digital parenting and children's political socialization. How do parents model children's use and evaluation of information online?*

Discussant: Jussi Okkonen

Saara-Maija Kallio: *Mommy bloggers, branding and sharenting.*

Discussants: Eiri Elverstad & Elisabeth Staksrud

## Division 6: Media industries

*Division chair: Helle Sjøvaag, Co-chair: Aske Kammer*

*Room: OR:F211*

**Session 1 Wednesday 21st August 15.30-18.00**

*Theme: Production, careers and the cultural industries*

*Chair: Aske Kammer*

Johan Lindell, Peter Jakobsson and Fredrik Stiernstedt: *Positions, capitals and values in the field of Swedish television production*

Discussant: Ville Manninen, Markus Mykkänen, Heikki Hellmann

Indrek Ibrus, Ulrike Rohn and Alessandro Nani: *Emergence of Cross-Innovation Systems: Nordic and Baltic Audiovisual Media Industries Co-innovating with Other Sectors*

Discussant: Johan Lindell, Peter Jakobsson, Fredrik Stiernstedt

Marius Øfsti: *The Cultural Industries Matrix*

Discussant: Indrek Ibrus, Ulrike Rohn, Alessandro Nani

Maria Skytte: *Youtube is coming! New challenges for public service content for children in the digitized media system*

Discussant: Marius Øfsti

Ville Manninen, Markus Mykkänen and Heikki Hellmann: *Challenges in media monitoring: Between desirable and possible*

Discussant: Maria Skytte

## Division 7: Organization, Communication and Promotion

*Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom*

*Room: OR:D222*

**Session 1 Wednesday 21st August 15.30-18.00**

*Chair: Salla-Maaria Laaksonen*

**Panel: Challenges to the Field**

Cecilia Cassinger, Winni Johansen, Finn Frandsen, Chiara Valentini

Discussants: Plenum

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Notes:



## Division 8: Political Communication

*Division chair: Nils Gustafsson, Co-chair: Christina Neumayer*  
*Room: OR: D131 (session 3b in OR:C477)*

**Session 1 Wednesday 21st August 15.30-18.00**

Chair: Nils Gustafsson

Renza Iqbal, Anjali Iyer & Himani Sharma: *Indian Elections 2019 and Movies: An Understanding of the Attempts to Influence Voter Behavior through Popular Media*

Discussant: Anamaria Dutceac Segesten

Anamaria Dutceac Segesten, Michael Bossetta, Nils Holmberg & Diederick Niehorster: *Eye-tracking the news: Comment disagreement and news shareability on Facebook*

Discussant: Birgitte Haanshuus

Michael Bossetta: *Political Campaigning Games: Digital Campaigning through Playful Coercion*

Discussant: Karen Arriaza Ibarra

Nils Gustafsson, Anders Olof Larsson & Jakob Svensson: *Elite and non-elite agenda-setting on Twitter: the case of #almedalen 2018*

Discussant: Christian Nounkeu Tatchou

Juha Herkman: *Life Cycle Model and Norwegian Progress Party*

Discussant: Mostafa Shehata

Karen Arriaza Ibarra: *Comparing recent digital campaign strategies of far-right political parties in Spain and Sweden*

Discussant: Michael Bossetta

## Division 9: Theory, Philosophy and Ethics of Communication

*Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson*  
*Room: OR:B231c*

**Session 1 Wednesday 21st August 15.30-18.00**

Chair: Markus Ojala

Indrek Ibrus & Maarja Ojamaa: *On the creativity of media archives: A dialogue between media archaeology and cultural semiotics*

Discussant: Linus Andersson

Stina Bengtsson: *Single-sited ethnography: towards a media-centric digital ethnography for a medium theory approach*

Discussant: Kirsten Frandsen

Workshop: *Where is media studies going with(out) computational methods?*

Moderator: Anu Koivunen

Anu Koivunen, Kaarina Nikunen, Helle Sjøvaag & Pelle Snickars

Discussant: Plenum

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Notes:

## Division 10: TV and Film Studies

Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala  
Room: OR: E477

Session 1 Wednesday 21st August 15.30-18.00  
Chair: Pei Sze Chow (Aarhus University)

Workshop: *Regional Screen Milieux: Production, Policy, and Praxis at the Periphery*

PeiSze Chow (Aarhus University), Stine Agnete Sand (Universitetet i Tromsø), Elin Johansen (Universitetet i Tromsø), Anne Marit Waade (Aarhus Universitet) & Olof Hedling (Lunds Universitet)

## TWG 1: Media across the Life Course

Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby  
Room: OR:D377

Session 1 Wednesday 21st August 15.30-18.00  
Chairs: Stine Liv Johansen & Ane Kathrine Lolholm Gammelby

Introduction to the TWG

Sander Andreas Schwartz & Martina Skrubbeltrang Mahnke: *Fighting for agency: Everyday struggles with Facebook's algorithm as a communicative other*  
Discussant: Magnus Johansson

Martina Skrubbeltrang Mahnke & Mikka Nielsen: *Citizens' experiences with digital health care records: Struggling between finding meaningful data and meaning in data*  
Discussant: Ane Kathrine Lolholm Gammelby

Helle Breth Klausen: *The ambivalence of technology in ASMR experiences – do YouTube videos help or hinder to establish intimacy?*  
Discussant: Annika Bergström

## TWG2: Gender and the Media

Division chair: Greta Gober, Co-chair: Martine Bentsen  
Room: OR: C232

Session 1 Wednesday 21st August 15.30-18.00  
Chair: Tina Askanus

Workshop: *Threats, doxing and online harassment against media scholars and media professionals*

Tina Askanus (Malmö University), Karoline Andrea Ihlebæk (Oslo University), Birgitte Haanshuus (University of Oslo), Michelle Ferrier (Florida Agricultural & Mechanical University), Luisa Ortiz Pérez (Vita-Activa.org), Greta Gober (Stockholm University), Johan Dam Farkas (Malmö University), and Bente Kalsnes (OsloMet)

Discussants: Plenum

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Notes:

## TWG3: Game Studies

Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen  
Room: OR: B230

Session 1 Wednesday 21st August 15.30-18.00

Chair: Andreas Gregersen

Paulina Rajkowska: *Playing with Tito: Critical play with an ideologically contested museum collection*

Discussant: Patrick Prax

Patrick Prax: *So you wanna make a game exhibition? An ideation tool for exhibiting digital games*

Discussant: Paulina Rajkowska

Chair: Patrick Prax

Faltin Karlsen: *Creating games in the freemium era: Artistic ambitions, monetization models and ethical concerns*

Discussant: Khalid Ezat Azam

Khalid Ezat Azam: *The risks of loot boxes and its regulatory implications*

Discussant: Faltin Karlsen

## TWG 4: Audience studies

Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill  
Room: OR: C231

Session 1 Wednesday 21st August 15.30-18.00 : Theme panel and ECREA roundtable

Theme 1: *Emotions and affect in audience experiences (15.30-16.30)*

Chair: Pille Pruulmann-Vengerfeldt

Dino Viscovi & Tobias Olsson: *Digital Shame: a new and even useful concept?*

Discussants: Janne Matikainen, Johanna Jääsaari & Minna Horowitz

Britt-Marie Ringfjord: *Audience perspective on gendered representations and equality issues in sport media.*

Discussants: Dino Viscovi & Tobias Olsson

Janne Matikainen, Johanna Jääsaari & Minna Horowitz: *Emotions at Stake: Authority of the Media and Trust of the Audience in Finland.*

Discussant: Britt-Marie Ringfjord

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Notes:

**Special session: ECREA roundtable: Stakeholder collaboration in audience research: Moving from why to how.**

Chair: David Mathieu

Panelists: Göran Bolin, Pille Pruulmann-Vengerfeldt, Pille Runnel and Kim Schröder

Engaging in collaboration with stakeholders is an important but controversial consideration in our field, given that our interests in audience knowledge are shaped around different and sometimes conflicting stakes. This roundtable takes existing conversations (Lazarsfeld's intervention on critical and administrative research, COST Action TATS's work on stakeholder collaboration, CEDAR's stakeholder consultation) further by focusing on the how of stakeholder collaboration, rather than the why. In a research environment characterized by data abundance, yet also by opacity, stakeholder collaboration has become a 'sensitive necessity'.

## **TWG 5: Media Studies in the Anthropocene**

Division chair: Julia Leyda, Co-chair: Jørgen Bruhn

Room: OR:C235

Session 1 Wednesday 21st August 15.30-18.00

No papers

## **TWG 6: Visual Communication and Culture**

Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen

Room: OR:C377

Session 1 Wednesday 21st August 15.30-18.00

Theme: Ethics, affect and the viewing subject in photojournalism and documentary

Chair: Maria Nilsson & Anne Hege Simonsen

Jenni Mäenpää: *Photojournalistic decision-making from a global agent to a local end-user. Ethical reasoning around the Images of death*

Discussant: Hedwig De Smaele

Patrik Åker & Liudmila Voronova: *Photographic realism in the digital media age. Students' reflections on photojournalism and visual literacy in Russia*

Discussant: Hedwig De Smaele

Maria Nilsson: *Portraits of flight: A case study of photojournalistic representations of refugees*

Discussant: Asko Lehmuskallio

Rebecca Bengtsson: *Using affective methodologies in visual research*

Discussants: Jenni Hokka & Kaarina Nikunen

Anne Hege Simonsen: *Digital Roland Barthes. Revisiting anchoring and relay in digital photojournalism*

Discussant: Chafic Najem

Miriam Von Schantz: *Destabilizing the regime of truth, the mockumentality of the viewing subject*

Discussant: Anne-Hege Simonsen

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Notes:

## TWG 7: Health, Environment and Communication

Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,  
Room: OR:C236

Session 1 Wednesday 21st August 15.30-18.00

Chair: Robert W. Vaagan

Kjersti Blehr Lånkan: *Exposing mental illness*

Discussant: Emanuella Marchetti

Ditte Laursen: *Methodological challenges in researching econsultations as form of communication in patient-provider interactions*

Discussants: Kjersti Blehr Lånkan

Emanuela Marchetti: *Teaching health students professional language games through digital simulations*

Discussants: Ditte Laursen

19.00-21.00 Reception at the Malmö Town Hall by invitation of the Mayor of Malmö

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Notes:

# THURSDAY 22nd August

9.00–10.30 *Division and TWG-sessions 2*

## ► Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*

*Room: OR:C233*

**Session 2 Thursday 22nd August 09.00-10.30**

*Chair: Anna Rantasila*

**ECREA panel: *Citizen engagement and the role of publics in science and environment communication***

*Annika Egan Sjölander: Communication for Sustainability in the Anthropocene – the pivotal role of citizen engagement and public participation*

*Discussant: Otto Hedenmo*

*Anna Maria Jönsson & Ester Appelgren: Engaging citizens for climate change – challenges for journalism*

*Discussant: Arko Olesk*

*Ulrika Olausson: Meat as a matter of fact(s): The role of science in everyday representations of livestock production on social media*

*Discussant: Bojana Romic*

*Mette Marie Roslyng: Environmental protest as citizenship*

*Discussant: Josepha Wessels*

## ► Division 2: Journalism

*Division chair: Turo Uskali, Co-chair: Bente Kalsnes*

*Room: the different groups will be in different rooms, see below*

**Session 2a Thursday 22nd August 09.00-10.30**

*Room: NI:BoE15*

*Chair: Elisabeth Eide*

*Yngve Benestad Hågvar & Jørgen Alnæs: Help yourself: The individualization of responsibility in current health journalism*

*Discussant: Hilde Kristin Dahlstrøm*

*Hilde Kristin Dahlstrøm: Euthanasia in news media*

*Discussant: Lottie Jangdal*

*Lottie Jangdal: The Watch Dog That Barks When Needed*

*Discussant: Yngve Benestad Hågvar, Jørgen Alnæs*

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*Notes:*

**Session 2b Thursday 22nd August 09.00-10.30**

Room: NI:A0507

Chair: Mark Blach-Ørsten

Ebba Sundin, Rozane De Cock & Valérie Mistiaen: *Constructive journalism and tv reporting on refugees in Sweden and Belgium (2015-2017)*

Discussant: Martin Karlsson

Rose Korol: *Drawing the line -Tensions and negotiations between comics journalism and traditional journalism*

Discussants: Ebba Sundin, Rozane De Cock &amp; Valérie Mistiaen

Martin Karlsson: *Role performance in the management of political dissent by Swedish public service journalism*

Discussant: Rose Korol

**Session 2c Thursday 22nd August 09.00-10.30**

Room: NI:A0510

Chair: Mikko Grönlund

Roel Puijk: *The use of video in local newspapers*

Discussants: Signe Ravn-Højgaard, Ida Willig, Naimah Hussain

Thomas Wold: *Alternative news and social media*

Discussant: Roel Puijk

Signe Ravn-Højgaard, Ida Willig & Naimah Hussain: *'Glocal': The use of news sources in Greenlandic media*

Discussant: Thomas Wold

**Division 3: Media and Communication History**

*Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi*

Room: NI:A0513

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Henrik G. Bastiansen and Minna Lammi

Philipp Seufferling: *Mediated Memory Practices in Refugee Camps*

Discussant: Siri Lindøe

Eva Åsén Ekstrand: *In search of "Swedishness" in SMÅLÄNNINGENS JUL (a Christmas magazine) during WWII.*

Discussant: Julia Velkova

Heidi Kurvinen: *Reporting on feminism in the Finnish mainstream media between 1960–1990: The role of journalists*

Discussant: Birgitte Kjos Fonn

Notes:

## Division 4: Media, Globalization and Social Change

*Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius*  
*Room: Wed & Thurs in room NI:A0411, Fri in room NI:A0406*

**Session 2 Thursday 22nd August 09.00-10.30**

Room: NI:A0411

Chair: Kinga Polynczuk-Alenius

*Theme: Media, policies, and politics*

Matti Kortesoja: *Banal Surveillance in Policymaking and Media Discourse on Finnish Intelligence Laws*

Discussant: Outi Puukko

*Theme: The datafication of everyday life*

John Grönvall: *Framing the Nordic Public Service news-media policies*

Discussant: Jessica Gustafsson

Dagny Stuedahl & Kristin Orgeret: *Media as match-makers against political polarisation*

Discussant: Kirill Filmonov

## Division 5: Media Literacy and Media Education

*Division chair: Mari Pienimäki, Co-chair: Guna Spurava*  
*Room: OR:E239*

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Guna Spurava

Krista Lepik: *Libraries, the hubs of serenity in MIL cities?*

Discussant: Mari Pienimäki

Lara Burton: *Beyond the paradox of political disengagement: a comprehensive approach to mediatized civic participation.*

Discussant: Krista Lepik

Mari Pienimäki: *Supporting the inclusion of at-risk youth through media education.*

Discussant: Lara Burton

Business meeting chaired by Mari Pienimäki

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Notes:



## Division 6: Media industries

*Division chair: Helle Sjøvaag, Co-chair: Aske Kammer*  
*Room: OR:F211*

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Mads Møller T. Andersen

*Panel: Questioning streaming across music and television: Strategies, practices and business models*

*Hanne Bruun: The frugality of television: Dilemmas of scheduling and curating for a young audience on public service television*

*Mads Møller T. Andersen: A canary in the coalmine: DR3's digital transition*

*Daniel Nordgård: Views from the boundaries: Music streaming, creativity and plurality*

*Anja Nylund Hagen: Music streaming and data literacy*

*Terje Colbjørnsen, Marika Lüders and Vilde Skanke Sundet: The streaming super users: Profiling heavy streaming users and their motivations across media industries*

Discussant: Plenary discussion

## Division 7: Organization, Communication and Promotion

*Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom*  
*Room: OR:D222*

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Jessica Edlom

*Panel: Journalism and strategic communication*

*Hanna Sofia Rehnberg, Maria Grafström, Jacob Mickelsson, Jens Barland, Carina Tenor: In the borderland of journalism and strategic communication – professional roles and news production in transformation*

Discussants: Plenum

## Division 8: Political Communication

*Division chair: Nils Gustafsson, Co-chair: Christina Neumayer*  
*Room: OR: D131 (session 3b in OR:C477)*

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Christina Neumayer

*Mattias Ekman: Anti-immigrant sentiments and mobilization on the internet*

Discussant: Anna Roosvall

*Birgitte Haanshuus & Karoline Andrea Ihlebæk: News about Jews: Antisemitism in Extreme Right Alternative Media*

Discussant: Juha Herman

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Notes:

Nete N. Kristensen & Anna Roosvall: *Cultural journalism as political communication: #metoo in Danish and Swedish newspapers*

Discussant: Mattias Ekman

Mostafa Shehata: *Modeling the Political Effects of Transnational Media among Tunisian Diasporic Communities in Europe*

Discussant: Nian Liu

## Division 9: Theory, Philosophy and Ethics of Communication

*Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson*  
Room: OR:B231c

Session 2 Thursday 22nd August 09.00-10.30

Chairs: Markus Ojala & Mats Bergman

Mats Bergman: *How to cope in a pre-truth regime: Steps toward a pragmatist primer*

Discussant: Reinhard Handler

Markus Ojala: *Rethinking politicisation in the European public sphere*

Discussant: Stephan Görland

Linus Andersson: *The good life in an age of deep mediatization: Exploring a normative agenda for media studies*

Discussant: Mats Bergman

## Division 10: TV and Film Studies

*Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala*  
Room: OR: E477

Session 2 Thursday 22nd August 09.00-10.30

Chair: Jakob Isak Nielsen (Aarhus University)

Panel: *Nordic Drama Series: Synergies, Contrasts and Challenges*

Jakob Isak Nielsen (Aarhus University), Audun Engelstad (Høgskolen i Innlandet, Norway), Gunhild Agger (Aalborg University), Lyng Stegger Gemzøe (Aalborg University), Olof Hedling (Lund University) & Anne Marit Waade (Aarhus University)

Discussant: Stine Agnete Sand

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Notes:

## TWG 1: Media across the Life Course

*Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby*  
*Room: OR:D377*

**Session 2 Thursday 22nd August 09.00-10.30**

*Chair: Bóas Hallgrímsson*

*Maria Edström & Annika Bergström: Media, capability and ageing*

*Discussant: Ulrika Sjöberg*

*Jobb Høfdinghoff Grønberg: Low battery, nagging notifications and exposed training routines – exploring everyday struggles with running-related self-tracking apps and their motivational strategies*

*Discussant: Tine Eide*

*Magnus Johansson: Morality as a 'labour of love' – Digital games, parental practices and the moral economy*

*Discussant: Helena Sandberg*

*Lovisa Broms, Susanna Hedenborg & Aage Radman: Generation Perfect – Young Equestrians and Social Media*

*Discussant: Stine Liv Johansen*

## TWG2: Gender and the Media

*Division chair: Greta Gober, Co-chair: Martine Bentsen*  
*Room: OR: C232*

**Session 2 Thursday 22nd August 09.00-10.30**

*Theme: Gender and affect in sport and music*

*Chair: Karoline Andrea Ihlebæk*

*Bo Reimer & Erin Cory: Of DJs & Dancefloors: Nightclubbing, Affect, and Women's Empowerment*

*Discussant: Emiljano Kaziaj*

*Britt-Marie Ringfjord: Audience perspective on gendered representations and equality issues in sport media*

*Discussant: Jonita Siivonen*

## TWG3: Game Studies

*Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen*  
*Room: OR: B230*

**Session 2 Thursday 22nd August 09.00-10.30**

*Chair: Faltin Karlsen*

*Toft-Nielsen et.al.: Gaming and digital media use as gendered practices in the context of everyday*

*Discussant: Faltin Karlsen*

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Notes:

## TWG 4: Audience studies

*Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill*  
*Room: OR: C231*

**Session 2 Thursday 22nd August 09.00-10.30**

*Theme 2: News reception and news repertoires*

*Chair: Pille Pruulmann-Vengerfeldt*

*Maria Kyriakidou, Audience discourses of the 'refugee crisis' in Greece: moving beyond the media text*  
*Discussant: Henrika Zilliacus-Tikkanen*

*Chris Peters, Kim Christian Schröder, Julie Vulpius & Josephine Lehaff: News Repertoires and The Question of Change – Investigating the Driving Forces Behind The (Re)formation of News Choice in Everyday Life and Across the Lifespan.*

*Discussants: Stina Bengtsson & Sofia Johansson*

*Henrika Zilliacus-Tikkanen: Messages from the Audience.*

*Discussant: Chris Peters, Kim Christian Schröder, Julie Vulpius & Josephine Lehaff.*

*Stina Bengtsson & Sofia Johansson: News from the perspective of audiences: Promises and pitfalls with a phenomenological approach to studying news perceptions and practice.*

*Discussant: Maria Kyriakidou*

## TWG 5: Media Studies in the Anthropocene

*Division chair: Julia Leyda, Co-chair: Jørgen Bruhn*  
*Room: OR:C235*

**Session 2 Thursday 22nd August 09.00-10.30**

*Chair and respondent: Jørgen Bruhn*

*Julia Leyda: Post-Air-Conditioning Futures and the Climate Unconscious*

*Ola Ståhl: Fictioning and the City*

*Jørgen Bruhn: Intermedial Ecocriticism*

## TWG 6: Visual Communication and Culture

*Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen*  
*Room: OR:C377*

**Session 2 Thursday 22nd August 09.00-10.30**

*Workshop: Using Network Analysis to Understand Cultural Representations of Machine Vision*

*Jill Walker Rettberg, Marianne Gunderson, Ragnhild Solberg & Linn Heidi Stokkedal*

*Discussants: Plenum*

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*Notes:*

## TWG 7: Health, Environment and Communication

*Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,*

*Room: OR:C236*

**Session 2 Thursday 22nd August 09.00-10.30**

Chair: Maja Klausen

Sinikka Torkkola: *Social media and professional communication in the health care organization*

Discussants: Helena Sandberg

Helena Sandberg: *Why do health communication not use media and communication theory? A review of health communication research 2010-2016*

Discussants: Sinikka Torkkola

10.30-10.45 Coffee break

10.45-11.45 *Division and TWG-sessions 3*

## Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*

*Room: OR:C233*

**Session 3 Thursday 22nd August 10.45 -11.45**

Chair: Arko Olesk

Anna Rantasila: *Communicating Risk and Managing Emotion in Mainstream News Media during a Nuclear Emergency – Lessons From the Response to 2011 Fukushima Daiichi Meltdowns*

Discussant: Anna Maria Jönsson

Kaisu Innanen: *Researchers creating and analyzing the styles of science communication in the new media*

Discussant: Mette Marie Roslyng

## Division 2: Journalism

*Division chair: Turo Uskali, Co-chair: Bente Kalsnes*

*Room: the different groups will be in different rooms, see below*

**Session 3a Thursday 22nd August 10.45 -11.45**

Room: NI:BoE15

Chair: Kate Kartveit

Heidi Røsok-Dahl & Kristin Skare Orgeret: *Summertime and #metoo – has something changed?*

Discussant: Göran Svensson

Göran Svensson & Torbjörn von Krogh: *Journalism on journalism – glimpses of a neglected beat in Swedish news journalism*

Discussants: Heidi Røsok-Dahl & Kristin Skare Orgeret

Notes:

**Session 3b Thursday 22nd August 10.45 -11.45**

Room: NI:A0507

Chair: Asta Cepaite Nilsson

Andreas Widholm & Ester Appelgren: *Softening hard news through datafication: Guidance and risk management as daily practices of data journalism in Sweden*

Discussant: Maria Know-Lund

Maria Konow-Lund: *Domestic cross-organizational journalism and reflection on new roles*

Discussants: Andreas Widholm &amp; Ester Appelgren

**Session 3c Thursday 22nd August 10.45 -11.45**

Room: NI:A0510

Chair: Ilmari Hiltunen

Jannie Møller Hartley & Tina Askanius: *The activist journalist and the norm of objectivity: The case of #metoo*

Discussant: Michelle Ferrier

Michelle Ferrier: *Global study of online harassment points to harms for individual journalists and news enterprise*

Discussants: Jannie Møller Hartley &amp; Tina Askanius

**Division 3: Media and Communication History**

*Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi*

Room: NI:A0513

**Session 3 Thursday 22nd August 10.45 -11.45**

Chair: Henrik G. Bastiansen and Minna Lammi

Birgitte Kjos Fonn: *Unpolitical Political Journalism?*

Discussant: Philipp Seufferling

Julia Velkova: *The Future in Decay: Infrastructural Temporalities of Emergent Communication Technologies*

Discussant: Knut Lundby

**Division 4: Media, Globalization and Social Change**

*Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius*

Room: Wed &amp; Thurs in room NI:A0411, Fri in room NI:A0406

**Session 3 Thursday 22nd August 10.45 -11.45**Theme: *Geographies of communication*

Room: NI:A0411

Chair: Jessica Gustafsson

Kinga Polynczuk-Alenius: *Multi-scalar and multimodal approach to racism: The case of Poland*

Discussant: Trine Kvidal-Røvik

Zhan Lifang: *Reunderstanding the Sense of Place in Chinese-Swedish Tourist Event*

Discussant: Heitor Alvelos, Abhishek Chatterjee &amp; Jorge Pereira

Notes:

## Division 5: Media Literacy and Media Education

Division chair: Mari Pienimäki, Co-chair: Guna Spurava  
Room: OR:E239

Session 3 Thursday 22nd August 10.45 -11.45  
Chair: Mari Pienimäki

Ella Airola, Päivi Rasi & Marjo Outila: *Older people's digital competences and willingness to use a video conferencing service to alleviate social isolation.*

Discussant: Teemu Mikkonen & Eero Sormunen

Susanna Rivinen, Timo Cornér, Päivi Rasi & Heikki Kynäslähti: *What should seniors' media education look like? Results from IkäihMe project workshops for older adults and other stakeholders.*

Discussant: Ella Airola

Teemu Mikkonen & Eero Sormunen: *Finnish upper secondary school students evaluating the credibility of the controversial health-related web page.*

Discussant: Susanna Rivinen

## Division 6: Media industries

Division chair: Helle Sjøvaag, Co-chair: Aske Kammer  
Room: OR:F211

Session 3 Thursday 22nd August 10.45 -11.45  
Theme: *Streaming and copyright*  
Chair: Helle Sjøvaag

Terje Colbjørnsen: *All you can eat, but at what price? The pricing strategies of streaming media services*

Discussant: Andreas L. Ægidius

Andreas L. Ægidius: *Fixing music metadata in the Spotify Community – co-construction vs commodification*

Discussant: Terje Colbjørnsen

## Division 7: Organization, Communication and Promotion

Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom  
Room: OR:D222

Session 3 Thursday 22nd August 10.45 -11.45  
Theme: *Communication Professionals and Practices*  
Chair: Salla-Maaria Laaksonen

Karina Göransson, Anna-Sara Fagerholm: *Visual communication and greenwashing*

Discussant: Sandra Bergman

Sandra Bergman: *The Role of Communication Professionals as Trainers*

Discussant: Karina Göransson, Anna-Sara Fagerholm

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Notes:

## Division 8: Political Communication

*Division chair: Nils Gustafsson, Co-chair: Christina Neumayer*  
*Room: OR: D131 (session 3b in OR:C477)*

**Session 3a Thursday 22nd August 10.45-11.45**

*Room: OR: D131*  
*Chair: Christina Neumayer*

*Panel: Datafication and the Welfare State*

*Anne Kaun: Folkhemmet 4.0: Automating the Welfare State*

*Lina Dencik: Scoring citizens: data analytics in public services and acting on 'measurable risk'*

*Kaarina Nikunen & Jenni Hokka: Complications of datafication in the public service media*

*Göran Bolin: The reconfiguration of educational value in data capitalism*

**Session 3b Thursday 22nd August 10.45 -11.45**

*Room: OR:C477*  
*Chair: Hallvard Moe*

*Panel: Public Connection: Results from a multi-method project on Norwegians' orientations towards the public sphere*

*Jan Fredrik Hovden: Measuring Public Connection: A multiple factor approach*

*Hilde Sakariassen: Platforms for democratic citizenship? How users make sense of social media*

*Kjersti Thorbjørnsrud & Tine Figenschou: Alarmed citizens: Immigration, mistrust and alternative media*

*Brita Ytre-Arne: Democracy as seen from citizens' everyday lives: A qualitative approach to public connection*

## Division 9: Theory, Philosophy and Ethics of Communication

*Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson*  
*Room: OR:B231c*

**Session 3 Thursday 22nd August 10.45 -11.45**

*Chair: Mats Bergman*

*Stephan Görland: Softening of time? Theorizing the acceleration in communication*

*Discussant: Indrek Ibrus*

*Sille Obelitz Søre, Rikke Frank Jørgensen & Jens-Erik Mai: What is the 'personal' in 'personal information'?*

*Discussant: Stina Bengtsson*

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*Notes:*



## Division 10: TV and Film Studies

Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala  
Room: OR: E477

Session 3 Thursday 22nd August 10.45 -11.45

Theme: Challenging representations

Chair: Mari Pajala (University of Turku)

Susanne Eichner: *Negotiating gender: Female protagonists as role models in Scandinavian TV drama series*

Discussant: Karin Ljuslinder

Karin Ljuslinder: *(Im)Possible Lives and Futures: Disability and Crip Temporality in Swedish Cinema*

Discussant: Noha Adel

Noha Adel: *The credibility of television drug advertisements among consumers: The case of the Egyptian Television*

Discussant: Susanne Eichner

## TWG 1: Media across the Life Course

Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby  
Room: OR:D377

Session 3 Thursday 22nd August 10.45 -11.45

Chair: Annika Bergström

Stine Liv Johansen: *Children as producers of digital content – struggles and structures*

Discussant: Stine Thordarson Moltubakk

Bóas Hallgrímsson, Therese Monstad & Ylva Ekström: *Turn and face the strange: technological advancements conquer the educational setting*

Discussant: Joeb Høfdinghoff Grønberg

## TWG2: Gender and the Media

Division chair: Greta Gober, Co-chair: Martine Bentsen  
Room: OR: C232

Session 3 Thursday 22nd August 10.45 -11.45

Theme: Gender, violence and the media

Chair: Greta Gober

Emiljano Kaziaj: *Fuelling hate! Hate speech towards women in online news websites, in Albania*

Discussants: Malin Sveningsson

Malin Sveningsson: *Framing the Swedish #metoo movement*

Discussants: Britt-Marie Ringfjord

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Notes:

### ▶ TWG 3: Game Studies

*Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen*  
*Room: OR:B230*

**Session 3 Thursday 22nd August 10.45 -11.45**  
 Chair: Anne-Mette Thorhauge

Jeffrey Wimmer: *The multi-directionality of mobile gaming*  
 Discussant: Trond Aasland

Trond Aasland: *In-Game Agency: Action Beyond the Player*  
 Discussant: Jeffrey Wimmer

### ▶ TWG 4: Audience studies

*Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill*  
*Room: OR: C231*

**Session 3 Thursday 22nd August 10.45 -11.45**  
*Theme 3: Audiences as SoMe participants*  
 Chair: Kim Christian Schröder

Maarit Jaakkola & Tiina Räisä: *Book Lovers, Book Worms and Bookaholics: Self-Presentations of Reading in the Book Reviewing Community on Instagram.*  
 Discussant: Marika Lüders

Andreas L. Ægidius: *Fixing music metadata in the Spotify Community –co-construction vs commodification.*  
 Discussants: Maarit Jaakkola & Tiina Räisä

Marika Lüders: *Convenience trumps algorithms: predicting continued intention to use music streaming services.*  
 Discussant: Andreas L. Ægidius

### ▶ TWG 5: Media Studies in the Anthropocene

*Division chair: Julia Leyda, Co-chair: Jørgen Bruhn*  
*Room: OR:C235*

**Session 3 Thursday 22nd August 10.45 -11.45**  
 Chair and respondent: Julia Leyda

Anne Gjelsvik: *On Bikes to Save the World*

Anna Sofia Rossholm: *Mountain imaginaries – deep time across media*

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Notes:

## TWG 6: Visual Communication and Culture

Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen  
Room: OR:C377

Session 3 Thursday 22nd August 10.45 -11.45

Panel: *Teaching Comics in Malmö - the City of Comics*

Jakob Dittmar, Gunnar Krantz, Oskar Aspman & Tina-Marie Whitman

Discussants: Plenum

## TWG 7: Health, Environment and Communication

Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,  
Room: OR:C236

Session 3 Thursday 22nd August 10.45 -11.45

Chair: Eva Åsen Ekstrand

Carsten Stage: *Young Danish cancer patients' use and experience of social media: preliminary project results*

Discussants: Robert W. Vaagan

Robert W. Vaagan: *Strategies for digitizing health care provision in Finland, Italy, Spain and Norway*

Discussants: Carsten Stage

Business meeting chaired by Robert W. Vaagan

12.00–13.00 National meetings

Denmark: OR:C231

Finland: OR:D222

Norway: OR:D138

Sweden: OR:D131

13.00–14.15 Lunch

14.15–16.30 Keynote lecture: Anja Bechmann *Social Media and Collective Behavior* (OR:D138)

Moderator: Ann Light, Professor of Interaction Design  
and agent provocateur rethinking design

Discussants: Susan Kozel, Professor of Philosophy, Dance and New Media & Jakob Svensson, Professor of MCS

16.30–17.00 Coffee break

17.00–18.00 *Division and TWG-sessions 4*

Notes:

## Division 1: Environment, Science and Risk Communication

Division chair: Arko Olesk, Co-chair: Anna Rantasila  
Room: OR:C233

Session 4: Thursday 22nd August 17.00-18.00  
Chair: Arko Olesk

Harald Hornmoen, Knut Jørgen Vie & Mads Dahl Gjeffsen: *Embodied Communication. Researchers' communication and media coverage of the development of a cybernetic organism*  
Discussant: Anna Rantasila

Bojana Romic: *Cultural imagination of robots*  
Discussant: Anna Roosvall

## Division 2: Journalism

Division chair: Turo Uskali, Co-chair: Bente Kalsnes  
Room: the different groups will be in different rooms, see below

Session 4a: Thursday 22nd August 17.00-18.00  
Room: NI:BoE15  
Chair: Göran Svensson

Torbjörn Rolandsson: *Automating news valuing – The struggle over epistemic authority at Swedish public service*  
Discussant: Kate Kartveit

Kate Kartveit: *Multiskilling in the Newsroom*  
Discussant: Torbjörn Rolandsson

Session 4b: Thursday 22nd August 17.00-18.00  
Room: NI:A0507  
Chair: Roel Puijk

Jaana Hujanen, Katja Lehtisaari, Olga Dovbysh, Mikko Grönlund, Carl-Gustav Lindén and Carina Tenor: *Creative self-expression, community engagement, activism. The roles of hyperlocal practitioners in the global North.*  
Discussant: Elisabeth Eide

Elisabeth Eide: *Workplace Feature Stories – the Survival of a Genre*  
Discussants: Jaana Hujanen, Katja Lehtisaari, Olga Dovbysh, Mikko Grönlund, Carl-Gustav Lindén, Carina Tenor

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Notes:

**Session 4c: Thursday 22nd August 17.00-18.00**

Room: NI:A0510

Chair: Niina Uusitalo

Kristin Skare Orgeret: *The Journalistic coverage of #metoo in Norway and the Nordic countries*  
 Discussant: Mads Eberholts

Mads Eberholts: *From bad to better – possible implications of a transnational news agency in the Oresund region*

Discussant: Kristin Skare Orgeret

**Division 3: Media and Communication History**

Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi

Room: NI:A0513

**Session 4: Thursday 22nd August 17.00-18.00**

Chair: Chair: Minna Lammi

Siri Hempel Lindøe: *Severity, criticism and irony. Changes in expressions of solidarity in the Norwegian annual fundraiser, "The NRK TV-Campaign" during the years 1974-2017*

Discussant: Kajsa Lindskog

Henrik G. Bastiansen: *Media History in the Age of Digital Reproduction: A Case Study from Norway*

Discussant: Janne Nielsen

**Division 4: Media, Globalization and Social Change**

Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius

Room: Wed &amp; Thurs in room NI:A0411, Fri in room NI:A0406

**Session 4: Thursday 22nd August 17.00-18.00**

No papers

**Division 5: Media Literacy and Media Education**

Division chair: Mari Pienimäki, Co-chair: Guna Spurava

Room: OR:E239

**Session 4: Thursday 22nd August 17.00-18.00**

No papers

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 Notes:

## Division 6: Media industries

Division chair: Helle Sjøvaag, Co-chair: Aske Kammer  
Room: OR:F211

Session 4: Thursday 22nd August 17.00-18.00

Theme: Media policy and regulation  
Chair: Helle Sjøvaag

Marko Ala-Fossi: *Nordic Media Welfare State and the “Finnish model”: National distinctions or a gradual deviation from the norm?*

Discussant: Jockum Hildén

Jockum Hildén: *Democratic deficit of a new kind: three trends leading to lack of legitimacy of internet and media regulation in the EU*

Discussant: Marko Ala-Fossi

## Division 7: Organization, Communication and Promotion

Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom  
Room: OR:D222

Session 4: Thursday 22nd August 17.00-18.00

Theme: Nations, branding and crisis  
Chair: Jessica Edlom

Jörgen Eksell, Felicia Fjällhed: *Supranational Place Branding in the Nordics*

Discussant: Hui Zhao

Hui Zhao: *Nationalism and Publics’ Perceptions of Organizational Crisis: With a Focus on Multinational Corporations*

Discussant: Jörgen Eksell

## Division 8: Political Communication

Division chair: Nils Gustafsson, Co-chair: Christina Neumayer  
Room: OR: D131 (session 3b in OR:C477)

Session 4: Thursday 22nd August 17.00-18.00

Chair: Christina Neumayer

Sara Leckner, Jakob Bjur & Håkan Cavenius: *Trolls, fake news and bots: Attitudes towards privacy and political information on the internet before the Swedish parliamentary election 2018*

Discussant: Kim Strandberg

Ekatherina Zhukova: *Troll Image-Memes and Subverted Visuality: Digital Disinformation and History Revisionism of the Ukrainian Famine 1932-1933*

Discussant: Bjarki Valtýsson

Christian Nounkeu Tatchou: *Press coverage of fake news related issues in context of election campaigning: The US and Sweden in a comparative approach*

Discussant: Renza Iqbal

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Notes:

## Division 9: Theory, Philosophy and Ethics of Communication

*Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson*  
*Room: OR:B231c*

Session 4 Thursday 22nd August 17.00-18.00

No papers

## Division 10: TV and Film Studies

*Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala*  
*Room: Room: OR: E477*

Session 4 Thursday 22nd August 17.00-18.00

No papers

## TWG 1: Media across the Life Course

*Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby*  
*Room: OR:D377*

Session 4 Thursday 22nd August 17.00-18.00

No papers

## TWG2: Gender and the Media

*Division chair: Greta Gober, Co-chair: Martine Bentsen*  
*Room: OR: C232*

Session 3 Thursday 22nd August 17.00-18.00

No papers

## TWG 3: Game Studies

*Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen*  
*Room: OR:B230*

Session 4 Thursday 22nd August 17.00-18.00

No papers

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Notes:

## TWG 4: Audience studies

Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill  
Room: OR: C231

Session 4: Thursday 22nd August 17.00-18.00

Theme 4: *Negotiating Audience Identities*

Chair: Kim Christian Schröder

Alessandro Nani: *Constructed memory and entertainment. How “ignorance” facilitates the construction of shared identity.*

Discussants: Hilde Schanke Sundet & Line Nybro Petersen.

Brita Ytre-Arne & Faltin Karlsen: *Negotiating digital media use: A situational approach to intrusive digital media and creative cross-media users.*

Discussant: Alessandro Nani.

Hilde Schanke Sundet & Line Nybro Petersen: *Ins and outs of transmedia fandom: Motives for entering and exiting the SKAM fan community.*

Discussants: Brita Ytre-Arne & Faltin Karlsen.

## TWG 5: Media Studies in the Anthropocene

Division chair: Julia Leyda, Co-chair: Jørgen Bruhn  
Room: OR:C235

Session 4 Thursday 22nd August 17.00-18.00

Paper: *Cars Grow on Trees*

Business meeting chaired by Julia Leyda

## TWG 6: Visual Communication and Culture

Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen  
Room: OR:C377

Session 4: Thursday 22nd August 17.00-18.00

Session title: *Visualizing activism in citizen media and mainstream media*

Chair: Anne Hege Simonsen

Nina Mollerup & Bolette Blaagaard: *Women on walls: Murals, stencils and graffiti as expressions of citizen media in revolutionary Egypt*

Discussant: Maria Nilsson

Hedwig De Smaele: *A visual analysis of the January 2017 Women’s March in The New York Times*

Discussants: Veera Ehrlén & Mikko Villi

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Notes:



## TWG 7: Health, Environment and Communication

*Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,*  
*Room: OR:C236*

**Session 4: Thursday 22nd August 17.00-18.00**

Chair: Anette H. Grønning

Espen Ytreberg: *The case economy: making patients cases out of medical patients*

Discussants: Maja Klausen

Maja Klausen: *E-male: Digital consultations between the senior male (65+) patient and his general practitioner*

Discussants: Espen Ytreberg

19.00–21.00 Gala dinner at Moriska Paviljongen, Folkets Park

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Notes:

# FRIDAY 23rd August

10.00–11.15 *Division and TWG-sessions 5*

## ► Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*  
*Room: OR:C233*

Session 5 Friday 23rd August 10.00–11.15  
Chair: Anna Rantasila

Anders Sundnes Løvlie, Astrid Waagstein & Peter Hyldgård: *The Scientific Evidence Indicator for Popular Science News*  
Discussant: Peter Berglez

Arko Olesk: *The types of visible scientists*  
Discussant: Ulrika Olausson

## ► Division 2: Journalism

*Division chair: Turo Uskali, Co-chair: Bente Kalsnes*  
*Room: the different groups will be in different rooms, see below*

Session 5a Friday 23rd August 10.00–11.15  
Room: NI:BoE15  
Chair: Flemming Svith

Niina Uusitalo & Katja Valaskivi: *Managing hybrid audience relations in terrorism news reporting*  
Discussant: Miral Alashry

Miral Alashry: *Legislative International Framework to Protect the Journalists in Armed Conflict Zones in the Middle East*  
Discussants: Niina Uusitalo & Katja Valaskivi

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Notes:

**Session 5b Friday 23rd August 10.00-11.15**

Room: NI:A0507

Chair: Jannie Møller Hartley

Margareta Melin & Jenny Wiik: *Living the Liquid Life. Journalism at the Intersection of Gender, Professionalism and Precariousness*

Discussants: Ilmari Hiltunen & Aleksi Suuronen

Ilmari Hiltunen & Aleksi Suuronen: *Experiences of External Interference Among Finnish Journalists*

Discussants: Margareta Melin & Jenny Wiik

**Session 5c Friday 23rd August 10.00-11.15**

Room: NI:A0510

Chair: Cristina Archetti

Panel: *Re-Imagining Research: Creativity in Professional and Academic Practice*

Cristina Archetti: *Researching Silence and Invisibility: Creative Methods in Political Communication Research*

Ana Serrano Telleria: *Improving Creativity through Design Thinking on Cross, Multi or Transmedia Projects*

Johana Kotisova: *Creative Nonfiction in Journalism Studies: Towards More Engaging and Engaged Research*

**Division 3: Media and Communication History**

Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi

Room: NI:A0513

**Session 5 Friday 23rd August 10.00-11.15**

Chair: Minna Lammi

Panel: *Towards a Nordic media history?*

Jukka Kortti (Finland), Pelle Snickars (Sweden), Henrik G. Bastiansen (Norway)

Discussant: Plenum discussion

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Notes:

## Division 4: Media, Globalization and Social Change

*Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius*  
*Room: Wed & Thurs in room NI:A0411, Fri in room NI:A0406*

**Session 5 Friday 23rd August 10.00-11.15**  
*Theme: Gender, youth and media in Eastern Africa (2 papers)*  
 Chair: Kinga Polynczuk-Alenius

Jessica Gustafsson: *Gender, religion and journalistic*  
 Discussant: Elin Johansen

Anders Høg Hansen & Darmin Mutenda: *Girls and Boys, Schooling and Grassroots Journalism: New horizons, learning, media work and youth transitions in Eastern Africa*  
 Discussant: Josepha Wessels

## Division 5: Media Literacy and Media Education

*Division chair: Mari Pienimäki, Co-chair: Guna Spurava*  
*Room: OR:E239*

**Session 5 Friday 23rd August 10.00-11.15**  
 Chair: Mari Pienimäki

Linus Andersson: *It's critical: the role of critical thinking in media and information literacy.*  
 Discussant: Ulf Dalquist & Yvonne Andersson

Carolina Martinez: *Promoting advertising literacy in Swedish leisure-time centers.*  
 Discussant: Linus Andersson

Michael Forsman: *The now and then of the critical mind: The emerging media citizen in the Swedish K12 curriculum.*  
 Discussant: Carolina Martinez

## Division 6: Media industries

*Division chair: Helle Sjøvaag, Co-chair: Aske Kammer*  
*Room: OR:F211*

**Session 5 Friday 23rd August 10.00-11.15**  
*Theme: Business models*  
 Chair: Aske Kammer

Helle Sjøvaag, Turid Borgen and Thomas Owren: *Saving local journalism through ownership concentration? Digitalising newspapers chains in Norway: the case of Nordsjø/Amedia*  
 Discussant: Barbara Brandstetter

Sabine Baumann: *Data- and Technology-driven Media Business Models in Times of Convergence*  
 Discussant: Helle Sjøvaag, Turid Borgen, Thomas Owren

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Notes:

Barbara Brandstetter: *Published in the newspaper and offered online for free? An analysis of the content strategy of different daily newspapers and weekly magazines in Germany*

Discussant: Sabine Baumann

## Division 7: Organization, Communication and Promotion

Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom

Room: OR:D222

Session 5 Friday 23rd August 10.00-11.15

Theme: *Working life and communication*

Chair: Salla-Maaria Laaksonen

Linn Eckeskog: *Pre-school teachers as non-professional communicators*

Discussant: Greta Gober

Greta Gober: *When sexualized violence becomes part of your job description: organizational responses to online abuse of female journalists.*

Discussant: Linn Meidell Dybdahl

Inge Ramberg, Linn Meidell Dybdahl, Silje Maria Tellmann: *The role of organisational architecture for science communication*

Discussant: Linn Eckeskog

## Division 8: Political Communication

Division chair: Nils Gustafsson, Co-chair: Christina Neumayer

Room: OR: D131 (session 3b in OR:C477)

Session 5 Friday 23rd August 10.00-11.15

Chair: Nils Gustafsson

Kim Strandberg & Aleksu Suuronen: *When social media influencers go political – who, why and with what effect in terms of engagement?*

Discussant: Ekatherina Zhukova

Nian Liu & Jun Liu: *Explicating Emotions in Online Activism*

Discussant: Elisabeth Eide

Elisabeth Eide & David Auby: *"No Platforming" and Free Expression*

Discussant: Camilla Haavisto

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Notes:

## Division 9: Theory, Philosophy and Ethics of Communication

Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson  
Room: OR:B231c

Session 5 Friday 23rd August 10.00-11.15

No papers

## Division 10: TV and Film Studies

Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala  
Room: OR: E477

Session 5 Friday 23rd August 10.00-11.15

Chair: Erika Walukiewicz (Stockholm University)

Panel: *Producing a Contemporary Mediaverse – Exploring Novel Forms of Media Production, Interaction and Proximity in the Norwegian Web TV-series Skam*

Tindra Thor (Konstfack), Kristina Stenström (Stockholm University) & Erika Walukiewicz (Stockholm University)

Discussant: Anne Marit Waade

## TWG 1: Media across the Life Course

Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby  
Room: OR:D377

Session 5 Friday 23rd August 10.00-11.15

Chair: Stine Thordarson Moltubakk

Annika Bergström: *The transformation to digital news media use among older persons*

Discussant: Bóas Hallgrímsson

Tine Eide & Heidi Røsok-Dahl: *How to answer? A research on Q&A-podcasts for different ages*

Discussant: Helle Breth Klausen

## TWG2: Gender and the Media

Division chair: Greta Gober, Co-chair: Martine Bentsen  
Room: OR: C232

Session 5 Friday 23rd August 10.00-11.15

Theme: *Nation and its constructions of gender in fiction, nonfiction, amongst the dead and the living.*

Chair: Martine Bentsen

Jonita Siivonen: *Gender perspectives on obituaries in Helsingin Sanomat*

Discussants: Bo Reimer

Therese Hellberg: *The conditioned Swedish national community: (re)productions of gender, class and Swedishness in prose fiction and nonfiction published 1942-1953*

Discussants: Bo Reimer & Karin Hannson

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Notes:

### TWG3: Game Studies

Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen  
Room: OR: B230

Session 5 Friday 23rd August 10.00-11.15

Business meeting chaired by Patrick Prax

### TWG 4: Audience studies

Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill  
Room: OR: C231

Session 5 Friday 23rd August 10.00-11.15

Theme 5: Audience participation in organizations' digital/SoMe communication

Chair: Kim Christian Schröder

Linda Ryan Bengtsson & Eva Kingsepp: *Involving museum audiences in make-believe: Props, prompts and imaginings.*

Discussants: Krista Lepik, Pille Pruulmann-Vengerfeldt & Pille Runnel

Krista Lepik, Pille Pruulmann-Vengerfeldt & Pille Runnel: *Discussing affordances of digital museum space.*

Discussants: Linda Ryan Bengtsson & Eva Kingsepp

Christoffer Bagger: *Facebook at Work versus Facebook for Work: An Exploration of the Differences of Social Networking Sites and Internal Social Media.*

Discussants: Pille Runnel, Krista Lepik & Pille Pruulmann-Vengerfeldt

Pille Runnel, Krista Lepik & Pille Pruulmann-Vengerfeldt: *Digital services of museums' and libraries – waste of time and money?*

Discussant: Christoffer Bagger

### TWG 5: Media Studies in the Anthropocene

Division chair: Julia Leyda, Co-chair: Jørgen Bruhn  
Room: OR:C235

Session 5 Friday 23rd August 10.00-11.15

No paper

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Notes:

## TWG 6: Visual Communication and Culture

*Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen*

*Room: OR:C377*

Session 5 Friday 23rd August 10.00-11.15

No papers

## TWG 7: Health, Environment and Communication

*Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,*

*Room: OR:C236*

Session 5 Friday 23rd August 10.00-11.15

No papers

11.15-11.30 Coffee break

11.30-13.00 *Division and TWG-sessions 6 plus business meetings*

## Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*

*Room: OR:C233*

Session 6 Friday 23rd August 11.30-13.00

Chair: Anna Rantasila

Business meeting chaired by Arko Olesk

## Division 2: Journalism

*Division chair: Turo Uskali, Co-chair: Bente Kalsnes*

*Room: the different groups will be in different rooms, se below*

Session 6a Friday 23rd August 11.30-13.00

Room: NI:BoE15

Chair: Jakob Svensson

Lars Lundsten: *The Toothless Watchdog – Icelandic Journalism and the missing C-Word*

Discussant: Ulrika Andersson

Ulrika Andersson: *Inreased Polarization in Public Trust in Swedish News Media 2000 – 2018*

Discussant: Lars Lundsten

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Notes:



**Session 6b Friday 23rd August 11.30-13.00**

Room: NI:A0507

Chair: Maria Konow-Lund

Flemming Svith: *Towards Inferential Journalism*

Discussants: Andreas Widholm &amp; Anna Roosvall

Andreas Widholm & Anna Roosvall: *Cultural Journalism and Democracy: Use of and Attitudes Towards Cultural Journalism in Sweden*

Discussant: Flemming Svith

Business meeting chaired by Turo Uskali in room NI:BoE15 12.30-13.00

**Division 3: Media and Communication History**

Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi

Room: NI:A0513

**Session 6 Friday 23rd August 11.30-13.00**

Business meeting chaired by Henrik G. Bastiansen and Minna Lammi:

The future of Division 3; election of new chair and vice-chair

**Division 4: Media, Globalization and Social Change**

Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius

Room: Wed &amp; Thurs in room NI:A0411, Fri in room NI:A0406

**Session 6 Friday 23rd August 11.30-13.00**

Theme: Migration and cosmopolitanism

Chair: Jessica Gustafsson

Nina Grönlykke Mollerup: *Perilous navigation: The creation of trust and knowledge through irregularised migrants' digital practices in/of the European border regime*

Discussant: Anders Høg Hansen

Josepha Wessels: *Cosmopolitanism, Activism and Arab Documentary Film*

Discussant: Dagny Stuedahl &amp; Kristin Orgeret

Business meeting chaired by Jessica Gustafsson

**Division 5: Media Literacy and Media Education**

Division chair: Mari Pienimäki, Co-chair: Guna Spurava

Room: OR:E239

**Session 6 Friday 23rd August 11.30-13.00**

Chair: Mari Pienimäki

Ulf Dalquist & Yvonne Andersson: *The fragmentation of media trust among Swedish adolescents.*

Discussant: Michael Forsman

Notes:

Panel: *The future of the media literacy classroom as a material, imagined, and practiced space*  
 Ingrid Forsler, Staffan Ericson, Michael Forsman and Jesper Tække  
 Discussant: Plenum

## Division 6: Media industries

*Division chair: Helle Sjøvaag, Co-chair: Aske Kammer*  
*Room: OR:F211*

Session 6 Friday 23rd August 11.30-13.00

Business meeting chaired by Helle Sjøvaag

## Division 7: Organization, Communication and Promotion

*Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom*  
*Room: OR:D222*

Session 6 Friday 23rd August 11.30-13.00

*Theme: Influencers + business meeting*  
 Chair: Salla-Maaria Laaksonen

Hanna Reinikainen, Juhani Linna, Elina Vulli, Mari Ainasoja, Kimmo Ronkainen, Markku Turunen: *Parasocial interaction with video bloggers in 360° videos*  
 Discussant: Jessica Edlom

Jessica Edlom, Linda Ryan Bengtsson, Atle Hauge: *Marketing strategies in the contemporary music industry: Using Superfans as Influencers*  
 Discussant: Hanna Reinikainen

Business meeting chaired by Salla-Maaria Laaksonen

## Division 8: Political Communication

*Division chair: Nils Gustafsson, Co-chair: Christina Neumayer*  
*Room: OR: D131 (session 3b in OR:C477)*

Session 6 Friday 23rd August 11.30-13.00

Chair: Nils Gustafsson

Bjarki Valtýsson, Rikke Frank Jørgensen & Johan Lau Munkholm: *Co-constitutive complexity between Google's Privacy Policy and the GDPR*  
 Discussant: Sara Leckner

Camilla Haavisto: *'Impossible' activism and the right to be understood: Communication perspectives on the emergent refugee rights movement in Finland*  
 Discussant: Siddharth Chadha

Siddharth Chadha: *Queering Public Spaces: An analysis of political logics of participation at Cinema Queer Film Festival in Sweden*  
 Discussant: Nils Gustafsson

Business meeting: chaired by Nils Gustafsson

Notes:

## Division 9: Theory, Philosophy and Ethics of Communication

Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson  
Room: OR:B231c

Session 6 Friday 23rd August 11.30-13.00  
Chair: Stina Bengtsson

Reinhard Handler: *Towards a media theory of practices*  
Discussant: Silje Obelitz Søre

Kirsten Frandsen: *E-sport: media becoming sport*  
Discussant: Markus Ojala

Business meeting chaired by Markus Ojala

## Division 10: TV and Film Studies

Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala  
Room: OR: E477

Session 6 Friday 23rd August 11.30-13.00  
Theme: *Transnational encounters*  
Chair: Susanne Eichner (Aarhus University)

Lothar Mikos & Christine Hartmann: *The adaptation process of "DRUCK", the German version of "SKAM"*  
Discussant: Pia Majbritt Jensen

Pia Majbritt Jensen & Ushma Chauhan Jacobsen: *Augmenting proximities theory: Including other proximities in the transnational travel of Danish television drama*  
Discussant: Mari Pajala

Mari Pajala: *Encounters between production cultures in co-productions between Finnish television and socialist television in the 1970s and 1980s*  
Discussant: Lothar Mikos

Business meeting chaired by Pia Majbritt Jensen & Mari Pajala

## TWG 1: Media across the Life Course

Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby  
Room: OR:D377

Session 6 Friday 23rd August 11.30-13.00  
Chair: Tine Eide

Stine Thordarson Moltubakk & Kristine Ask: *Control for the sake of freedom: Negotiating play in Norwegian gamer-families*  
Discussant: Maria Edström

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Notes:

Helena Sandberg, Ulrika Sjöberg and Ebba Sundin: *Moral struggles and family negotiations in 0-3-year olds' digital media uses*

Discussant: Stine Liv Johansen

Business meeting chaired by Stine Liv Johansen

Evaluation and future plans for the TWG. Orientation about special issue of Nordicom Information.

## TWG2: Gender and the Media

*Division chair: Greta Gober, Co-chair: Martine Bentsen*

*Room: OR: C232*

**Session 6 Friday 23rd August 11.30-13.00**

Chair: Maria Edström

**Workshop: *The future of media monitoring of gender and media – a Nordic follow up***

Presenters: Maria Edström (University of Gothenburg), Martine Bentsen (Roskilde University), Elisabeth Eide (Oslo Metropolitan University), Greta Gober (Stockholm University), Naimah Hussain (University of Greenland), Valgerður Anna Jóhannsdóttir (University of Iceland), and Jonita Siivonen (University of Helsinki)

Discussants: Plenum

Business meeting chaired by Greta Gober

## TWG 3: Game Studies

*Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen*

*Room: OR:B230*

**Session 6 Friday 23rd August 11.30-13.00**

No papers

## TWG 4: Audience studies

*Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill*

*Room: OR: C231*

**Session 6 Friday 23rd August 11.30-13.00: ECREA Panel and Business Meeting**

*Theme 6: ECREA Panel Innovative methods in audience research communication*

Chair: Alessandro Nani

Signe Kjær Jensen: *Children's meaning making of animated film characters: A multimodal and musical audience study.*

Discussant: Kim Christian Schröder & Christian Kobbervagel

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Notes:

Noha Adel: *Misleading Drug Advertisements and Consumer's Purchasing Behavior.*  
 Discussant: Signe Kjær Jensen

Kim Christian Schröder & Christian Kobbernagel: *In pursuit of audience news content repertoires: Exploring audiences' lifeworld understandings of news.*  
 Discussant: Noha Adel

Business meeting 12.30-13.30 chaired by Pille Pruulmann-Vengerfeldt

## **TWG 5: Media Studies in the Anthropocene**

*Division chair: Julia Leyda, Co-chair: Jørgen Bruhn*  
 Room: OR:C235

Session 6 Friday 23rd August 11.30-13.00

No papers

## **TWG 6: Visual Communication and Culture**

*Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen*  
 Room: OR:C377

Session 6 Friday 23rd August 11.30-13.00

*Session title: Considering the face in media representations and selfies*  
 Chair: Maria Nilsson

Hedwig De Smaele: *Faceless. The visual representation of overweight people in Flemish and Dutch online newspapers*

Discussant: Miriam Von Schantz

Asko Lehmuskallio: *Selfies infrastructurally inverted: How does a face become a digital face?*

Discussant: Nina Mollerup & Bolette Blaagaard

Business meeting chaired by Maria Nilsson

## **TWG 7: Health, Environment and Communication**

*Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,*  
 Room: OR:C236

Session 6 Friday 23rd August 11.30-13.00

No papers

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Notes:

13.00-14.15 Lunch and NordMedia business meeting for division- and TWG chairs and vice-chairs and the organizing committee

14.15-15.30 *Division and TWG-sessions 7*

## Division 1: Environment, Science and Risk Communication

*Division chair: Arko Olesk, Co-chair: Anna Rantasila*

*Room: OR:C233*

Session 7 Friday 23rd August 14.15-15.30

No papers

## Division 2: Journalism

*Division chair: Turo Uskali, Co-chair: Bente Kalsnes*

*Room: the different groups will be in different rooms, see below*

Session 7a Friday 23rd August 14.15-15.30

*Room: NI:BoE15*

*Chair: Lottie Jangdal*

Jakob Svensson: *When Institutions Collide: Actors, Conflicts and Logics Behind a News-Ranking Algorithm in a Scandinavian Daily*

*Discussant: Lottie Jangdal*

Session 7b Friday 23rd August 14.15-15.30

*Room: NI:A0507*

*Chair: Lars Lundsten*

Birgit Røe Mathisen & Lisbeth Morlandstø: *Blind Spots and Diversity in a Local Media Landscape*

*Discussant: Tiina Räisä*

Tiina Räisä: *What Do Journalists Mean by Integration? Tracing the Socialization Function of Journalism as a Meaning-Making Process*

*Discussants: Birgit Røe Mathisen & Lisbeth Morlandstø*

## Division 3: Media and Communication History

*Division chair: Henrik G. Bastiansen, Co-chair: Minna Lammi*

*Room: NI:A0513*

Session 7 Friday 23rd August 14.15-15.30

*Chair: Fredrik Norén*

**Workshop: *Media Historical Perspectives on Propaganda and Information in Post-War Sweden***

Fredrik Norén, Emil Stjernholm, Åsa Bergström, Nikolas Glover, Lars Diurlin & Patrik Lundell from the universities of Umeå, Malmö, Lund, Uppsala, Linneaus, and Örebro

*Discussant: Plenum discussion*

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Notes:

## Division 4: Media, Globalization and Social Change

*Division chair: Jessica Gustafsson, Co-chair: Kinga Polynczuk-Alenius*  
*Room: Wed & Thurs in room NI:A0411, Fri in room NI:A0406*

**Session 7 Friday 23rd August 14.15-15.30**

*Theme: Digital rights and participation*

*Chair: Kinga Polynczuk-Alenius*

*Outi Puukko: Understanding digital rights movement: defining the field within media and social justice framework*

*Discussant: John Grönvall*

*Kirill Filmonov: The social myth of participation: Performance of co-decision-making in Russian alternative media communities*

*Discussant: Matti Kortesoja*

## Division 5: Media Literacy and Media Education

*Division chair: Mari Pienimäki, Co-chair: Guna Spurava*  
*Room: OR:E239*

**Session 7 Friday 23rd August 14.15-15.30**

*Chair: Guna Spurava*

*Workshop: Media didactics – Searching for Best Practices*

*Margareta Melin & Kajsa Lindskog*

*Discussant: Plenum*

## Division 6: Media industries

*Division chair: Helle Sjøvaag, Co-chair: Aske Kammer*  
*Room: OR:F211*

**Session 7 Friday 23rd August 14.15-15.30**

*Theme: Platforms and infrastructure*

*Chair: Aske Kammer*

*Espen Ytreberg: Control over stories of illness and life: the case of a media participant turned media professional*

*Discussant: Signe Sophus Lai*

*Henrik Örnebring and Elizabeth Van Couvering: Media logic meets platform logic: The case of labor market intermediary platforms in Sweden*

*Discussant: Espen Ytreberg*

*Signe Sophus Lai: Regulating digital communication in Denmark – media system analysis from an infrastructural perspective*

*Discussant: Henrik Örnebring, Elizabeth Van Couvering*

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Notes:

## Division 7: Organization, Communication and Promotion

Division chair: Salla-Maaria Laaksonen, Co-chair: Jessica Edlom  
Room: OR:D222

Session 7 Friday 23rd August 14.15-15.30

Theme: Authority, power and influencing

Chair: Jessica Edlom

Nils S. Borchers, Sebastian Jürss: *Sharing is our future: Imagined futures of the sharing economy*  
Discussant: Salla-Maaria Laaksonen

Salla-Maaria Laaksonen, Camilla Haavisto, Erna Bodström: *Finding the voice of a protest: negotiating authority among the multiplicity of voices in a pro-refugee demonstration*

Discussant: Nils Borchers

## Division 8: Political Communication

Division chair: Nils Gustafsson, Co-chair: Christina Neumayer  
Room: OR: D131 (session 3b in OR:C477)

Session 7 Friday 23rd August 14.15-15.30

Chair: Nils Gustafsson

Panel: *Political humour scandals and sensations in Nordic media publicity.*

John Magnus R. Dahl: *Challenging or patrolling boundaries? When public service comedy gets accused of racism*

Joanna Doona and Tommy Bruhn: *"No fun with a political public service" The SKOLKO controversy and public service satire*

Joonas Koivukoski & Giseline Kuipers: *When humor becomes newsworthy: Stunts, slurs, and scandals in public discourse*

Sara Ödmark: *Challenging consensus – 5 comedy controversies and what they tell us about the double-edged sword of humor*

Orla Vigsø: *"It's satire, dude!" the differing interpretations of the notion of political satire*

## Division 9: Theory, Philosophy and Ethics of Communication

Division chair: Markus Ojala, Co-chairs: Mats Bergman & Stina Bengtsson  
Room: OR:B231c

Session 7 Friday 23rd August 14.15-15.30

No papers

## Division 10: TV and Film Studies

Division chair: Pia Majbritt Jensen, Co-chair: Mari Pajala  
Room: OR: E477

Session 7 Friday 23rd August 14.15-15.30

No papers

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Notes:



## ▶ TWG 1: Media across the Life Course

*Division chair: Stine Liv Johansen, Co-chair: Ane Kathrine Lolholm Gammelby*  
*Room: OR:D377*

**Session 7 Friday 23rd August 14.15-15.30**  
 Chair: Stine Liv Johansen & Ane Kathrine Lolholm Gammelby

**Workshop: *Struggling with struggles***  
 Presenters: Open for all TWG members and other interested participants

## ▶ TWG2: Gender and the Media

*Division chair: Greta Gober, Co-chair: Martine Bentsen*  
*Room: OR: C232*

**Session 7 Friday 23rd August 14.15-15.30**

No papers

## ▶ TWG 3: Game Studies

*Division chair: Patrick Prax, Co-chair: Andreas Lindegaard Gregersen*  
*Room: OR:B230*

**Session 7 Friday 23rd August 14.15-15.30**

No papers

## ▶ TWG 4: Audience studies

*Division chair: Pille Pruulmann-Vengerfeldt, Co-chairs: Kim Christian Schröder & Annette Hill*  
*Room: OR: C231*

**Session 7 Friday 23rd August 14.15-15.30**  
*Theme 7: The datafication of everyday life*  
 Chair and respondent: Lina Dencik

Stine Lombor: *Niches of communicative agency: practicing the self in datafied living*

Göran Bolin & Julia Velkova: *Metrics in the digital everyday*

Hallvard Moe: *Operationalizing datafication to understand its impact on everyday life*

Jannie Møller Hartley, David Mathieu, Sander Andreas Schwartz & Norbert Wildermuth:  
*Navigating troubled waters without a compass: Datafied media, trust and everyday life*

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Notes:

## ▶ TWG 5: Media Studies in the Anthropocene

Division chair: Julia Leyda, Co-chair: Jørgen Bruhn  
Room: OR:C235

Session 7 Friday 23rd August 14.15-15.30

No papers

## ▶ TWG 6: Visual Communication and Culture

Division chair: Maria Nilsson, Co-chair: Anne Hege Simonsen  
Room: OR:C377

Session 7 Friday 23rd August 14.15-15.30

Session title: *Visual performativity of state power, violence and insurgency*

Chair: Anne Hege Simonsen

Chafic Najem: *Looking Back as Insurgency: inmate generated footage in Lebanese confinement*  
Discussants: Patrik Åker & Liudmila Voronova

Jenni Hokka & Kaarina Nikunen: *Soldiers of ethnic nationalism: The affective practice of white masculinity and fabricated history of heroism on the Soldiers of Odin's Facebook site*  
Discussant: Rebecca Bengtsson

Veera Ehrlén & Mikko Villi: *Visually Social: Sports-related social support and communality on Instagram*  
Discussant: Jenni Mäenpää

## ▶ TWG 7: Health, Environment and Communication

Division chair: Robert W. Vaagan, Co-chairs: Anette H. Grønning, Maja Klausen, Sinikka Torkkola & Eva Åsen Ekstrand,  
Room: OR:C236

Session 7 Friday 23rd August 14.15-15.30

No papers

11.15-15.45 Coffee break

15.45-18.00 Keynote Panel, Challenging the Field: (OR:DI38)

Moderator: Lars Mogensen

Leonardo Custodio, Raul Ferrer Conill, Bente Kalsnes, Maria Murumaa-Mengel  
& Kristian Møller

Ending of the conference

19.00- Farewell party at Kölsvinet with dinner and dance at Malmö University Student Union

Notes:

# Maps of Orkanen



1st floor



2nd floor



3rd floor



4th floor

# Maps of Niagara



1st floor

4th floor

5th floor

# Social Programme

**Wednesday 19:00-21:00**  
**Reception at the Malmö Town Hall by invitation of the Mayor of Malmö**



We kick-off the NordMedia 2019 conference with a reception at the Malmö Town Hall, to which we are honoured to be cordially invited by the Mayor of Malmö. The Malmö Town Hall, built in the 16th century, is rich on history. It is located in the center of the city, close to the Central station.

Address: Kompanigatan 5.

**Thursday 19:00-00:00**  
**Gala dinner at Moriska Paviljongen, Folkets Park**



Moriska Paviljongen, or Moriskan, is one of Malmö's oldest remaining restaurants. It opened its doors for people seeking culture, food, entertainment, parties, and good talks in 1902. We are looking forward to share a magical gala dinner with you all! You will find Moriskan in the middle of Folkets Park, in the area of Möllevången, famous for its diversity and rich culture.

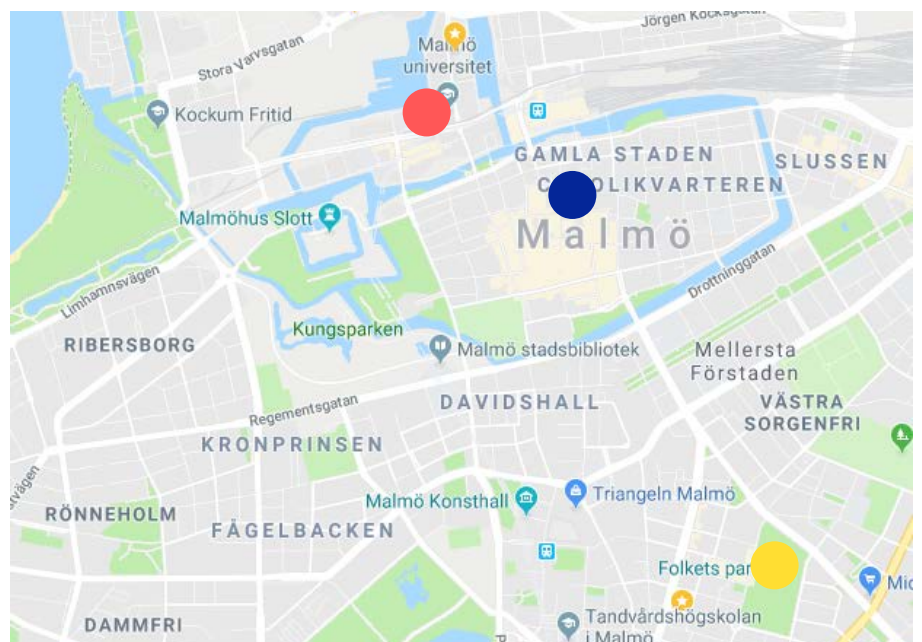
Address: Norra Parkgatan 2.

**Friday 19:00-late**  
**Farewell party at Kölsvinet with dinner and dance at Malmö University Student Union**

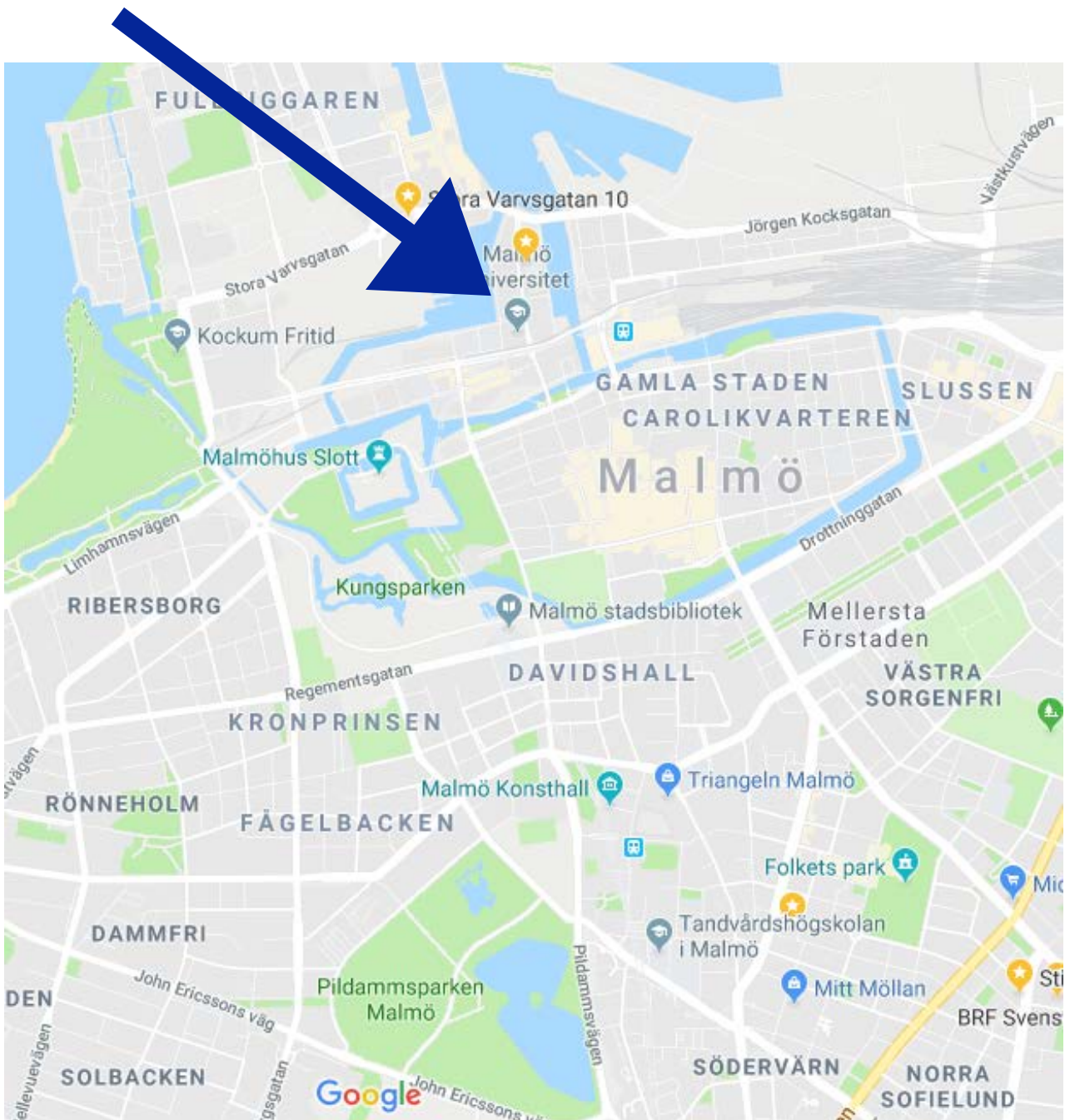
We dine and party out the NordMedia 2019 conference together at Kölsvinet, which belongs to Malmö university student union and is located right behind the Niagara building at Anna Lindhs plats.

Live music with Partaypatrullen.

Address: Bassängkajen 8.



# Malmö University's location



Malmö University is centrally located, 5 minutes walk from Malmö Central Station. Go with city buses number 2, 3, 5, 7 or 8 to *Anna Lindhs plats*, using the app from *Skånetrafiken*.

Address Orkanen: Nordenskiöldsgatan 10

Address Niagara: Nordenskiöldsgatan 1